

Beach/Edinger Corridors Specific Plan

“Broad-Brush” Revitalization and Planning Concepts

Community Workshop #2

June 20, 2007



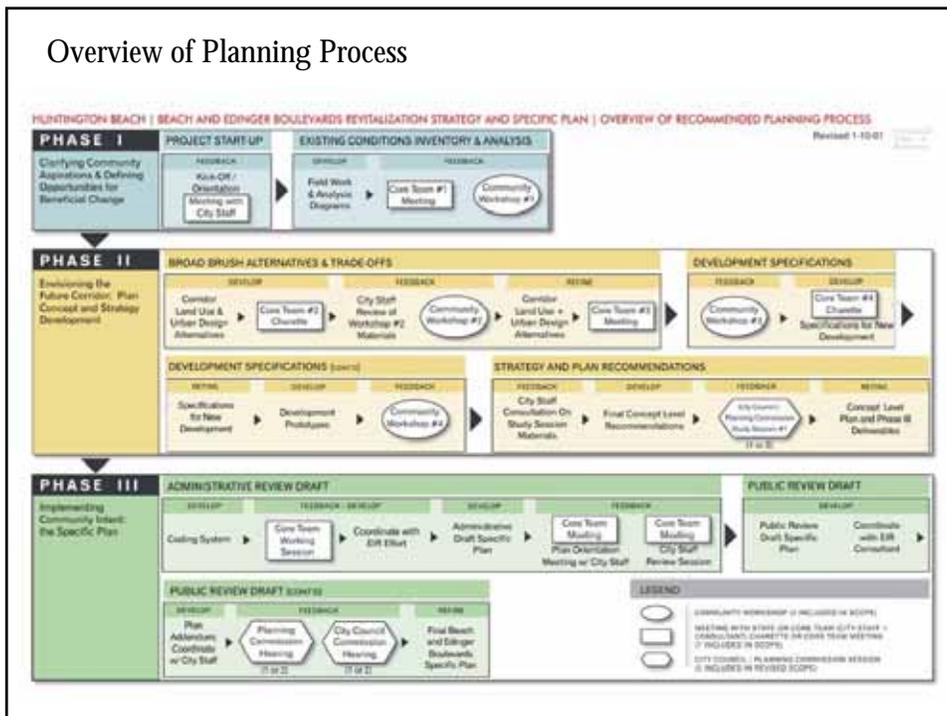
Agenda

1. Welcome, Introduction - *Paul Emery, City Of Huntington Beach*
2. Orientation to This Evening's Workshop
3. *Presentation:* Revitalization Framework: Broad-Brush Ideas and Trade-offs
4. Community Discussion & Response
5. Adjourn

Corridor Specific Plan Team

- City Staff Core Team
- Freedman Tung & Bottomley
- Tierra West Advisors in partnership with Linda S. Congleton & Associates
- Austin-Foust Associates
- Everything
- Corridor Revitalization Land Use, Urban Design & Development Regulations
- Market and Fiscal Analyses
- Circulation & Access

Overview of Planning Process



Plan Framework: Key Community Meetings

- Focus Groups
- Community Workshop 1: Existing Conditions and Community Aspirations
- Community Workshop 2: "Broad-Brush" Revitalization & Planning Concepts
- Community Workshop 3: Planning & Design - Specifications for New Development
- Community Workshop 4: The Envisioned Future Corridor and the Strategy to Make it Happen
- City Council/Planning Commission Study Session: Recommended Plan Framework

Community
Aspirations

Community Workshop 1 - Comments

- Beach Boulevard is our gateway to the City and to the Pacific Ocean.
 - Accessibility transportation
 - Pleasant drive
 - Surf city identity
- Nothing unique about Beach Blvd.
- Keep “flavor” of Beach Blvd.
- Terrible eyesore
- Limited depth on Beach Blvd. parcels
- There has been a history of citizen meetings regarding Beach Blvd.

Community Workshop 1 - Comments

- Beach is not a good “walkable” street
- Beach Blvd – sea of concrete
- Setbacks and other devices to deal with wide highway
- More landscape setbacks on Beach Blvd.
- Need innovation to keep flow of traffic

Community Workshop 1 - Comments

- New Horizontal mixed-use development would be a good idea
- Convert commercial property to residential property
- Boeing will need housing in corridor
 - Healthy, affordable mix of housing
- Need for increased residential density
 - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

Community Workshop 1 - Comments

- Five Points is a Good Opportunity
 - Pedestrian-friendly
 - Make it like the new development in Downtown Santa Barbara
 - Make it a center like Santana Row in San Jose

Broad Ideas and
Tradeoffs to Achieve
Community Goals

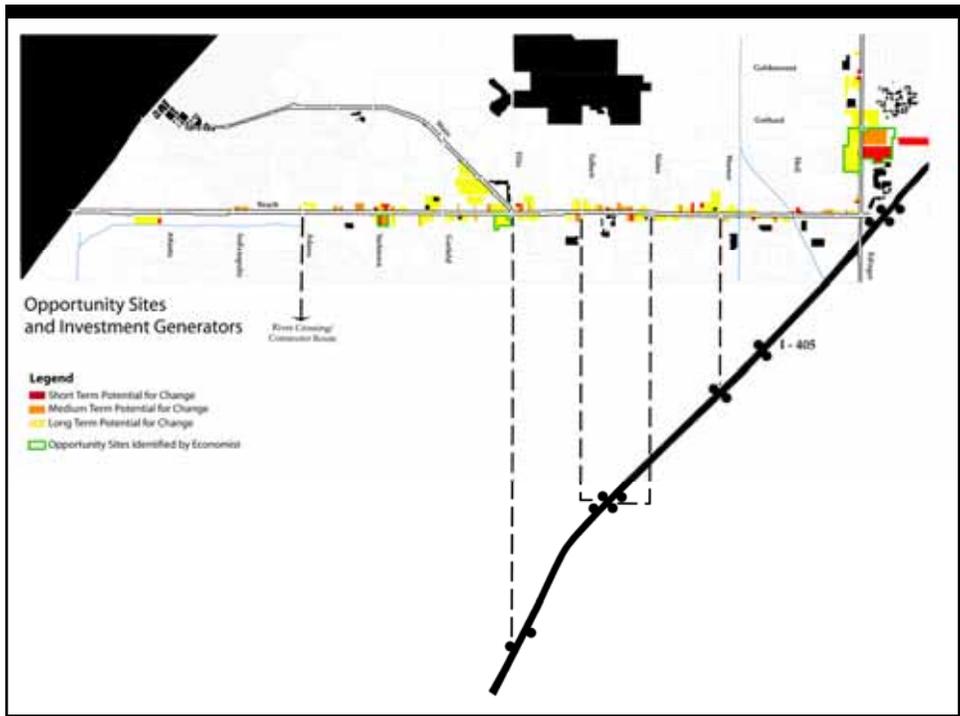
Potential for change



Opportunity Sites



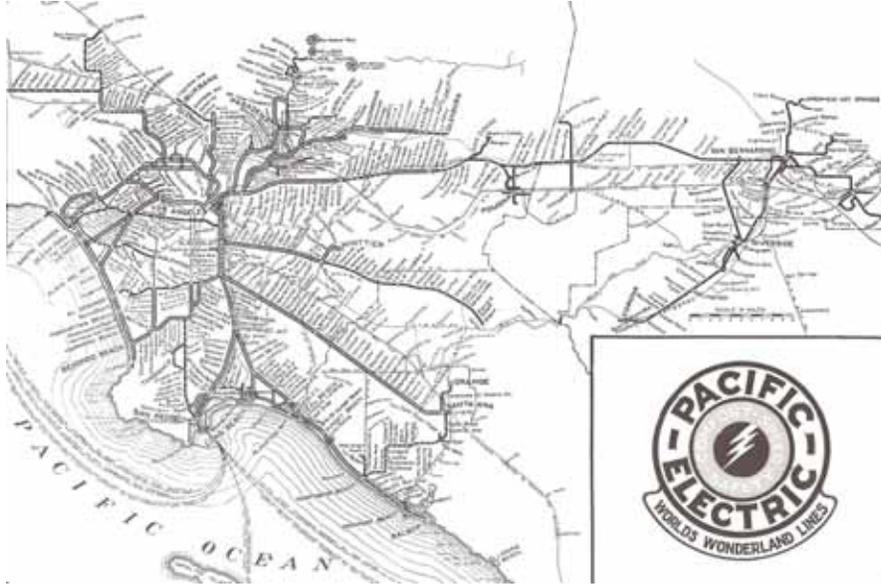
1, 2 and 3 Acre Sites





Forces of change

1904 – The streetcar or “red car” runs along the coast and arrives in Huntington Beach from LA.



- 1925 - Pacific Coast Highway constructed.

Beach Blvd. 1930's



Aerial of Downtown &
Beach Blvd. – 1938



1932 - Looking North on Beach Blvd. at
Talbert. Beach Blvd. is designated as a
state highway in 1939.

Beach Blvd. up to 1959



Aerial of Beach Blvd. – 1959



Newland House - 1948



Bird's Eye View looking East 1950's: Despite
rapid growth, large areas of agricultural land
remained along Beach Blvd and surrounding
the City until a period of annexation and
zoning changes between 1957 and 1960.

Beach Blvd. 1960's and 70's



Aerial of Beach Blvd. – 1970



Huntington Center – 1965 (now Bella Terra)

- Most Pacific Electric streetcar lines were shut down by 1954
- 1963 – I-405 is constructed along the North East corner of city limits including the Beach Blvd. interchange.
- 1964 – Huntington Center Opens
- 1963 – McDonnell-Douglas locates in Huntington Beach, employing 8,000 people by 1968.

Commercial Corridors
have entered a period of
accelerating transition

Forces of Change:

The financial conditions underpinning strip development have evaporated, beginning with incentives to construct low cost buildings with short economic lives.



Forces of Change:

Shopping center investment has been concentrating in increasingly large clusters at major intersections and freeway off-ramps.

60s/70s: Highways Undermined the Strip



80s/90s: Enlarged Retail Formats

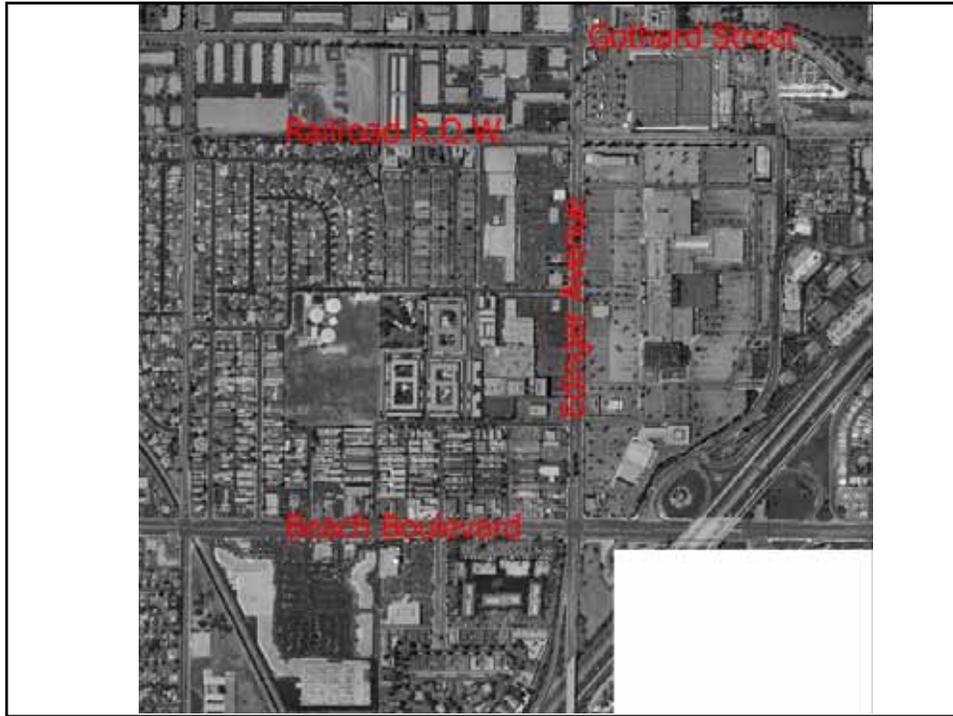


Current Preference for Anchored Urban Formats ("Lifestyle Centers" - "City Centers")



These crossroads-located
centers have been
draining economic vitality
from retail properties
located everywhere else.

(and there is not much physical value in place)



Strip to Interchange & Major Intersection Clusters



1980



NOW



1980

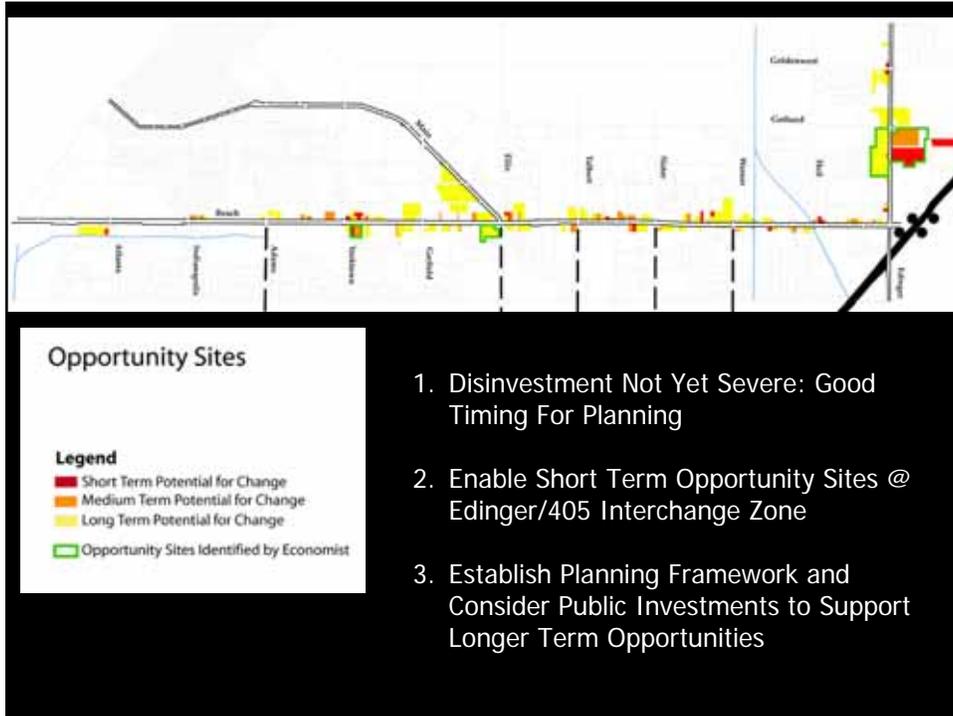


Disinvestment

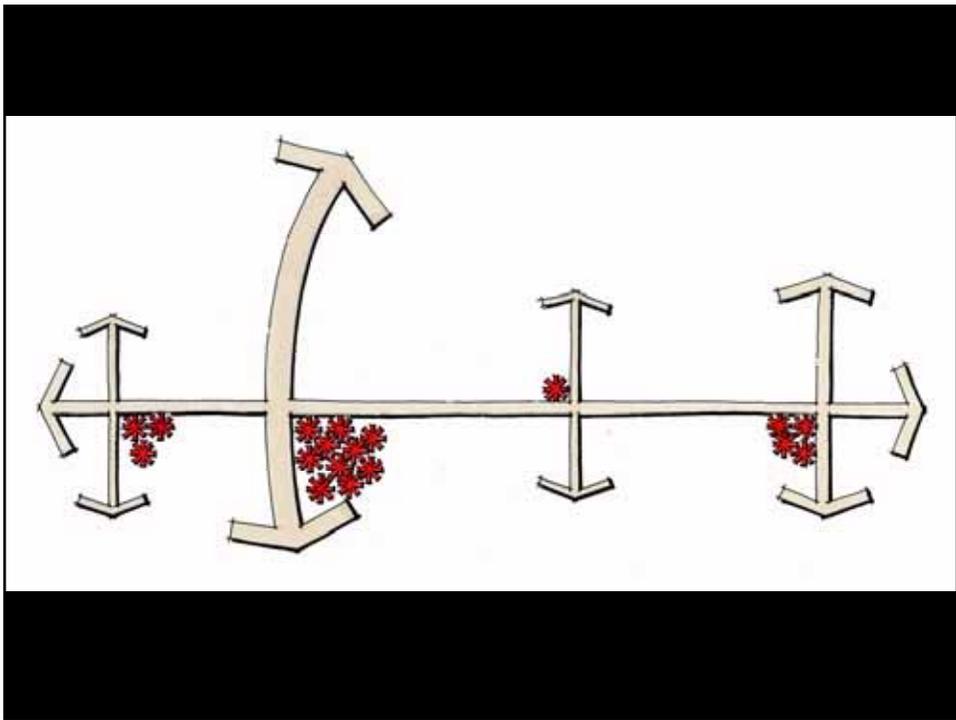
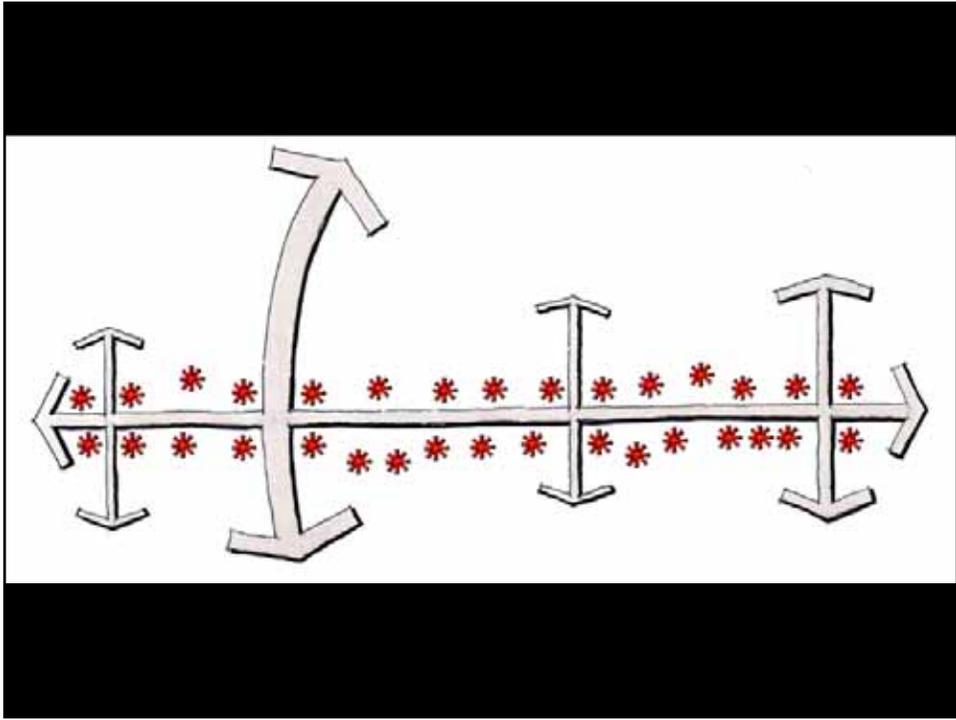


Disinvestment





Accommodate shopping industry preference for retail concentrations at major crossroads



Plan the corridor retail as part
of a supportable
city & regional
hierarchy of centers.

“Hierarchy of Centers”

Regional Center



Regional Center Retail

- Anchored by Fashion Department Stores; often includes Big Box and Superstore Retail, Category Killer and Power Center anchors; (preferably not supermarkets, pharmacies).
- Comparison shopping retail, especially clothing, specialty goods e.g. furniture, home improvement, etc.
- Entertainment and Recreation uses and anchors.
- 700,000 – 1,000,000 s.f.
- 12 – 15 mile trade area; minimum of 150,000 households.
- Must be on interstate highway.

City Center (Downtown)



City Center (Downtown) Retail

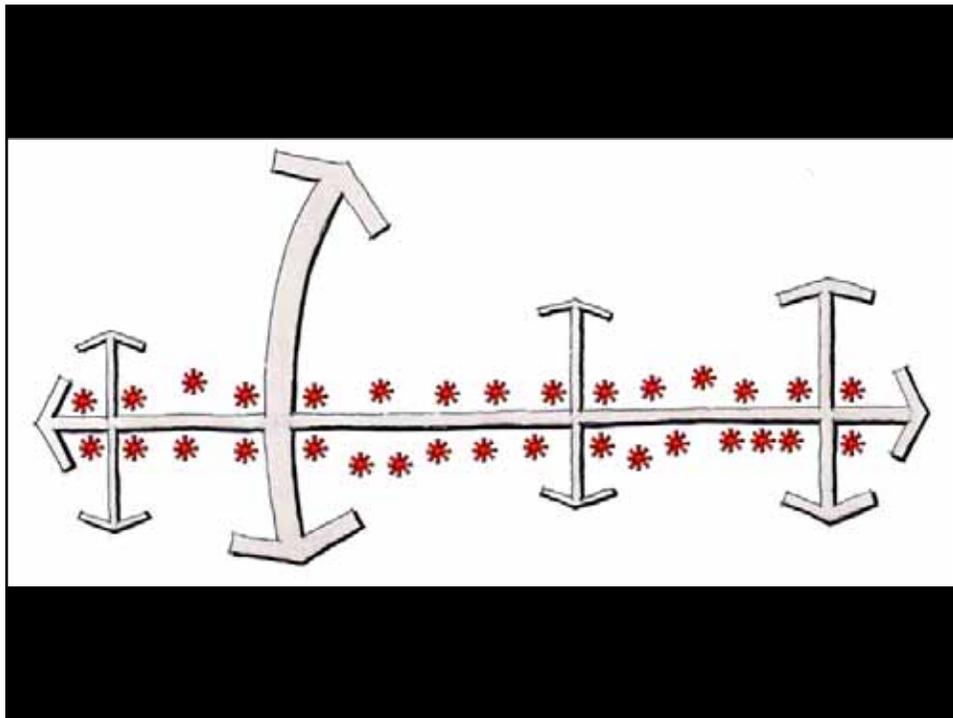
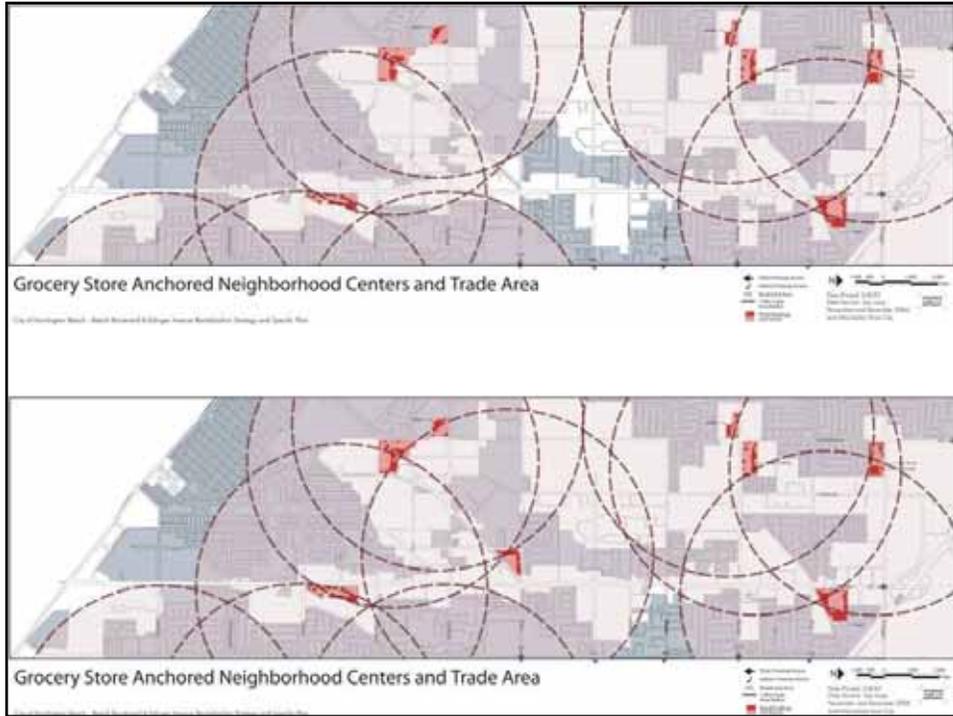
- **Anchors** e.g. discount department store, supermarket.
- **Retail shops** e.g. apparel, crafts, books, home improvement, office supply, pet supply, sporting goods, specialty food, specialty goods.
- **Eating and Drinking** Establishments.
- **Entertainment** and Recreation uses and anchors
- Banks; **Personal & Business Services**
- **Arts and Culture; Civic Buildings**, esp city hall, library, courthouse, post office.
- **Central Location within the City**
- 5 – 7 mile trade area; requires 30,000 – 50,000 households.
- **Mixed Use**: Upper levels & adjacent blocks must include housing, office, lodging.

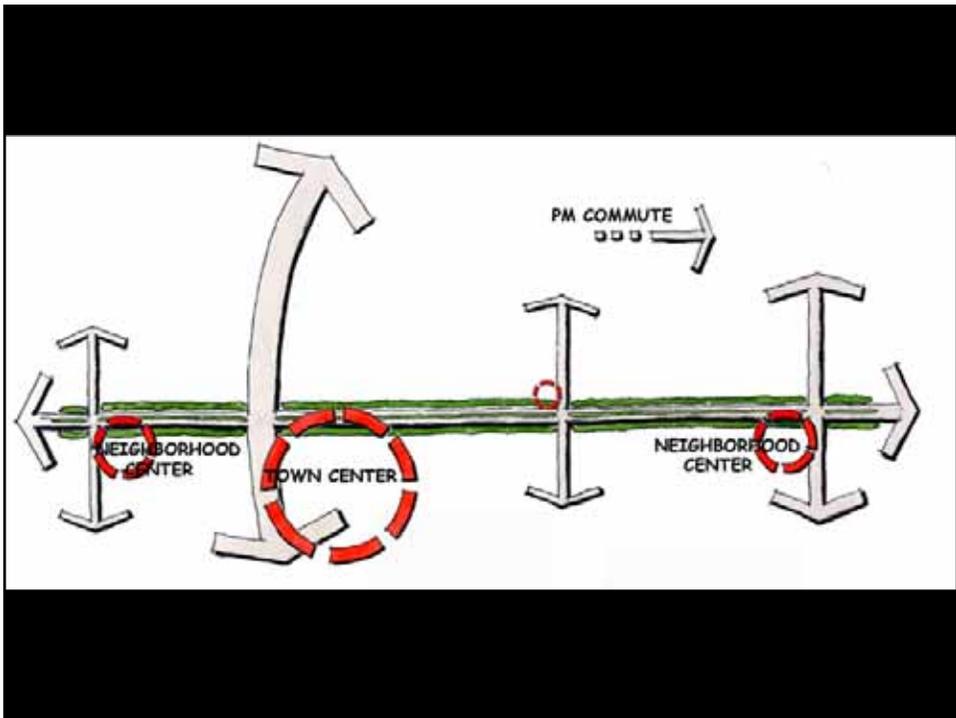
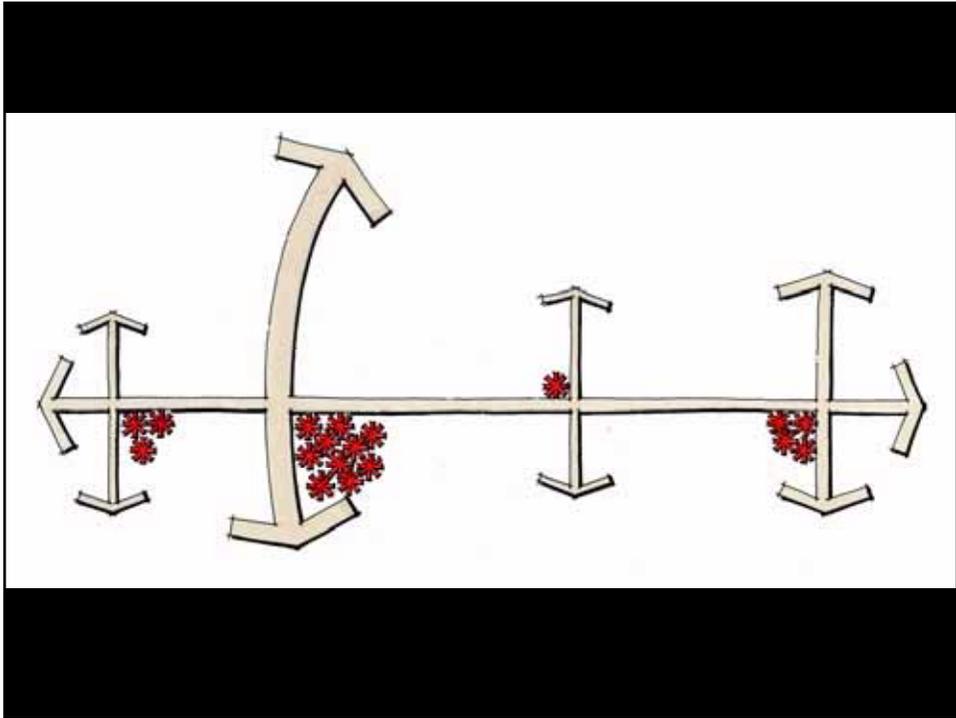
Neighborhood Center



Neighborhood Center Retail

- Neighborhood service retail & services featuring *contiguous* small scale shopfronts.
- 10,000 - 25,000 s.f. for unanchored center.
- Anchored center: Supermarket up to 65,000 s.f.; total 60 – 90K s.f.
- 1 to 2 mile trade area: 5,000 – 8,000 households needed.

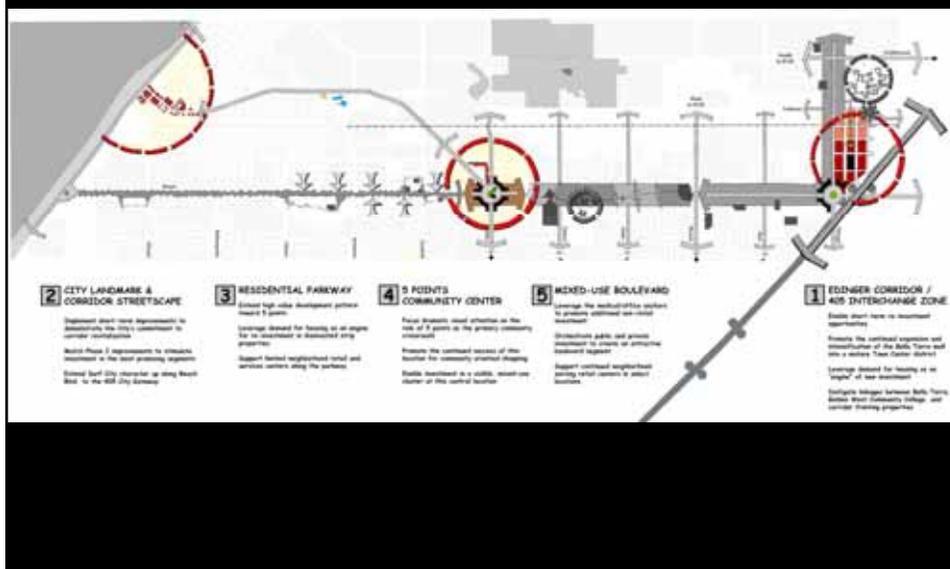




Context:
Citywide
Pattern of
Development



Pattern of City Centers



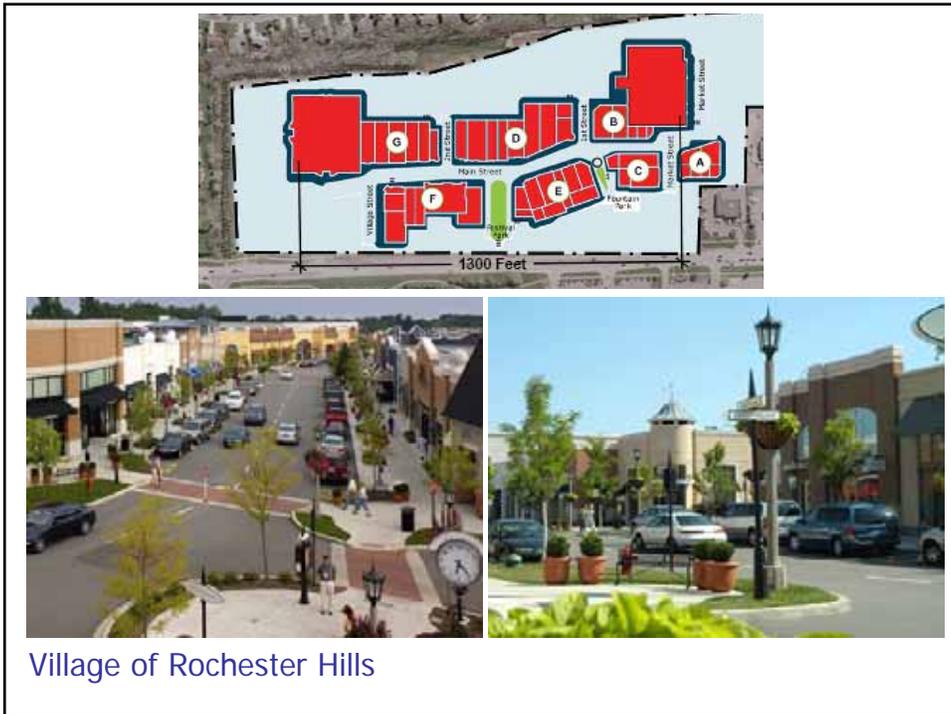
Organize the retail concentrations into **patterns of development that satisfy contemporary consumer preferences.**





Shift in Customer/Investor
Preference to Urban Formats

"Lifestyle Centers"

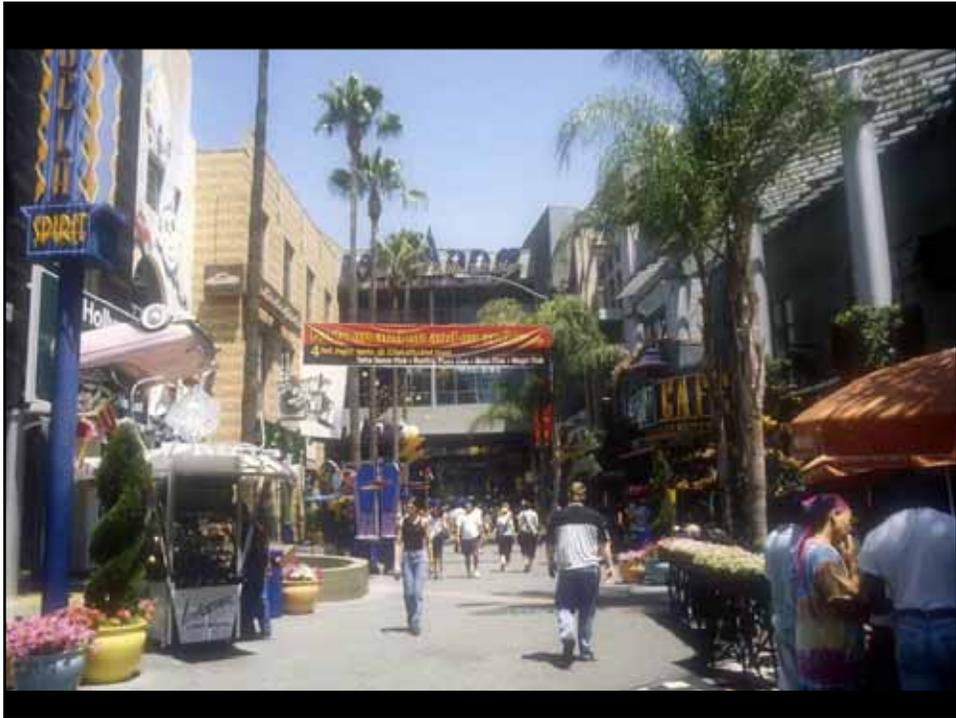


Village of Rochester Hills

Mashpee Commons



A increasing “blurring of lines”
between eating, recreation, and
shopping





Most Recently:
City Centers

Model Projects

MIZNER PARK

Boca Raton, FL **Mixed Use**

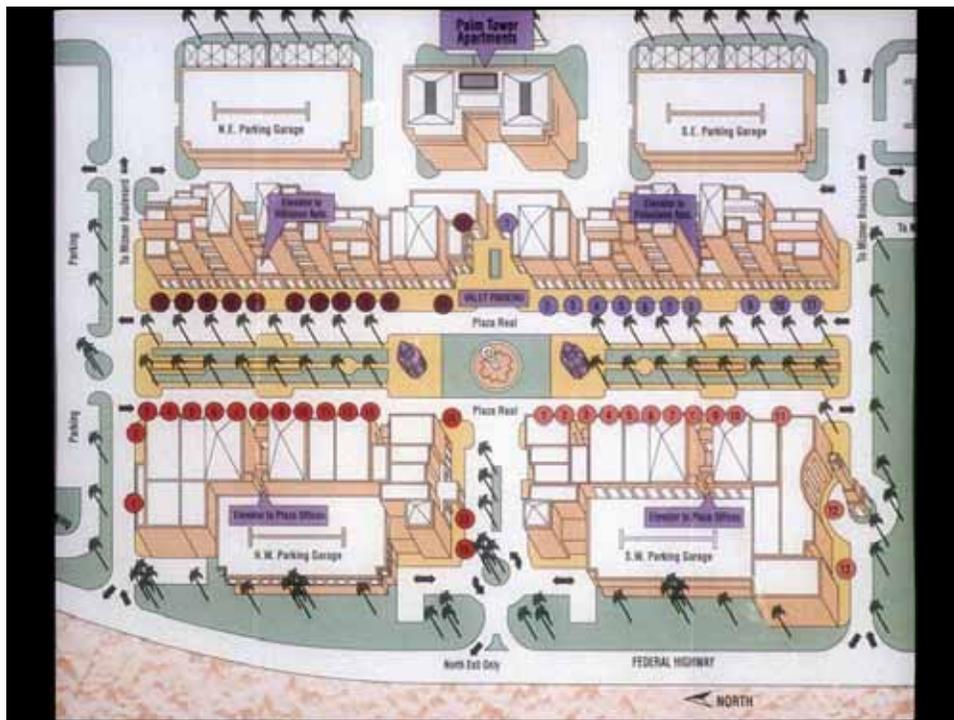
Center for Livable Communities

1995

Community Support Turns Shopping Mall into a Mixed-Use Downtown

Mizner Park & a 10-story, 1.2-million-sq-ft mixed-use development in Boca Raton, Fla., is a shining example of how community support can turn a shopping mall into a vibrant, walkable downtown. The development, which includes a 10-story office building, a 10-story apartment building, and a 10-story retail building, is a prime example of how community support can turn a shopping mall into a vibrant, walkable downtown. The development, which includes a 10-story office building, a 10-story apartment building, and a 10-story retail building, is a prime example of how community support can turn a shopping mall into a vibrant, walkable downtown.

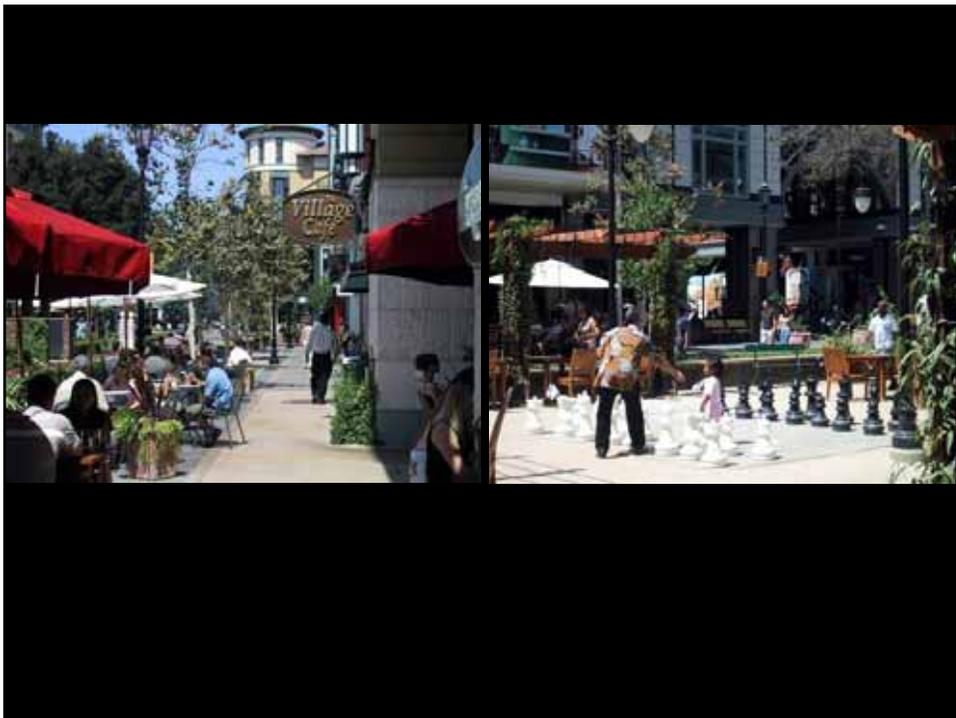






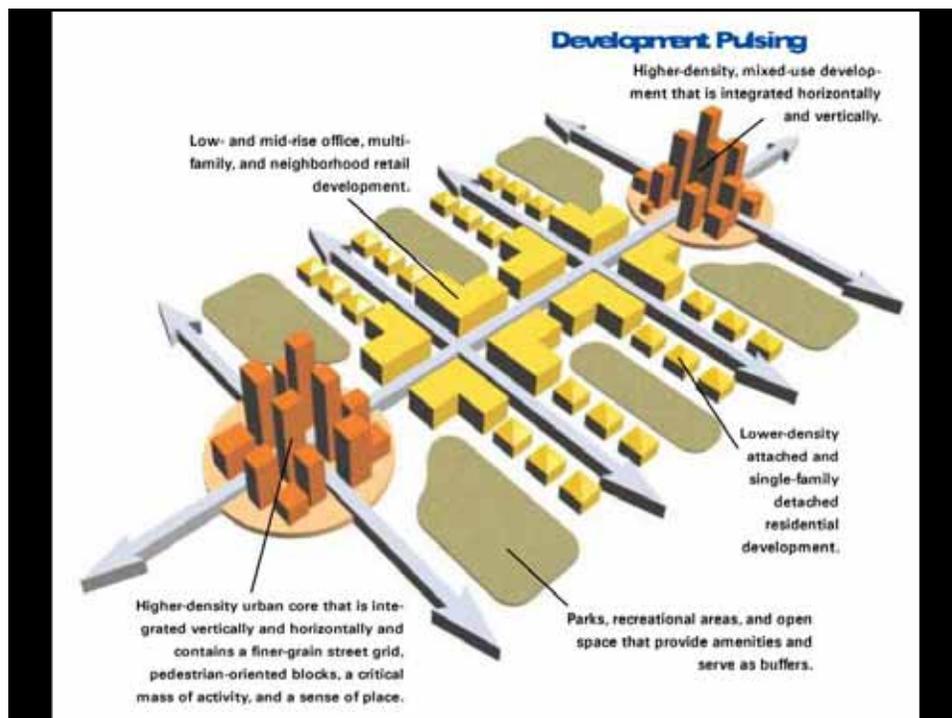






Community Workshop 1 - Comments

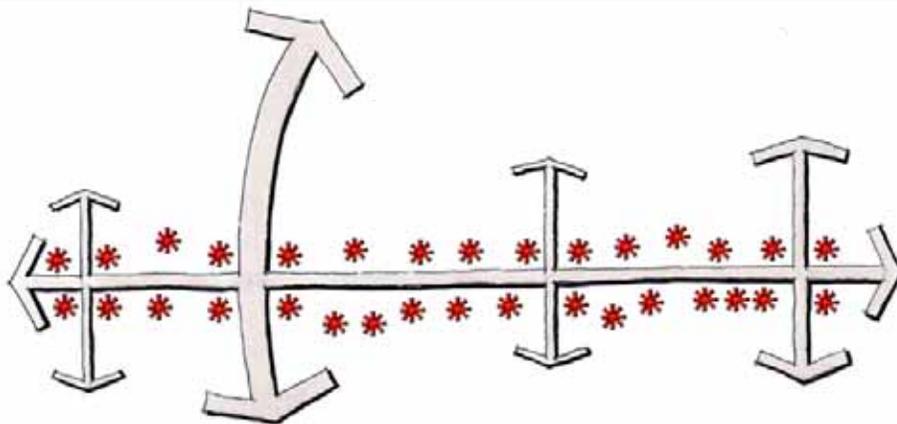
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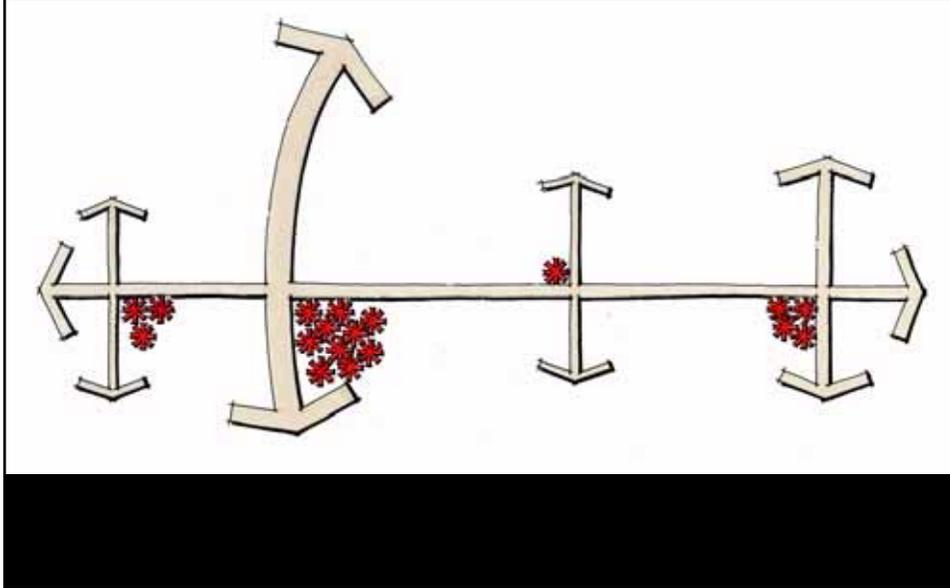


Reverse the creeping disinvestment by identifying the **"highest and best use(s)"** for the **Corridor as a whole** (and as part of a healthy city).

Falling out of Favor: Linear Strip format



Market Preference for Retail Concentrations at Primary Crossroads



Disinvestment



Disinvestment



Market Demand Analysis

(Underway)

- There appears to be little to no demand for net new retail development, with the possible exception of a missing retail anchor use or two, and some expansion potential at Bella Terra.
- One or two existing retail centers could be redeveloped with new anchored retail – this would be a replacement.
- Overall, sites without retail should not be expected to receive substantial interest in new retail development.



Existing Zoning – Retail Entitlements



Supportable Pattern of Centers

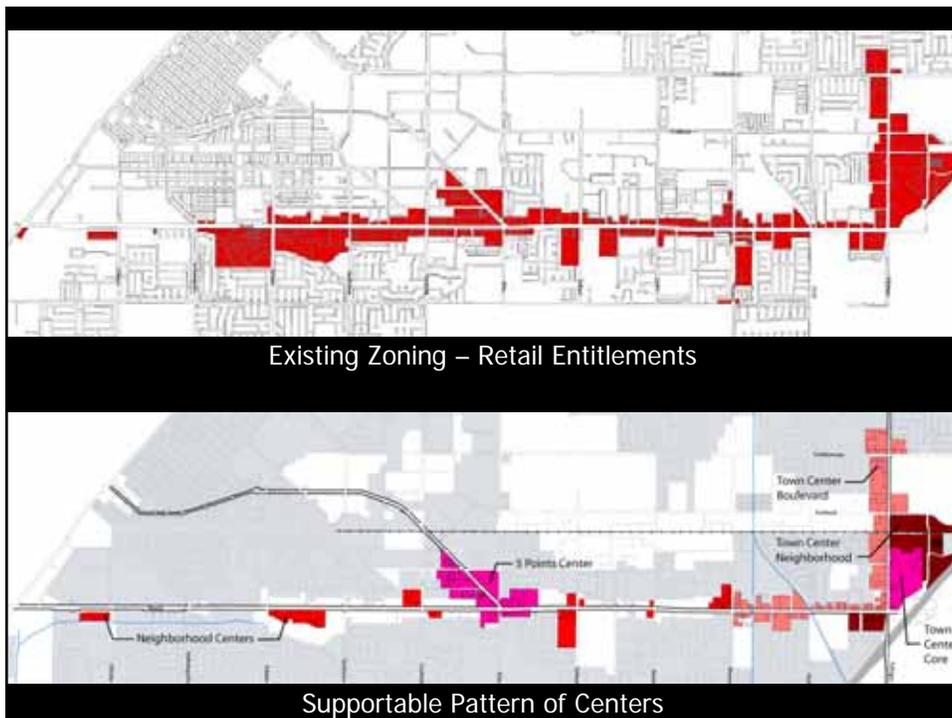


Existing Pattern of Retail Centers



Envisioned Future Pattern of Centers

How do we **create value** for properties no longer advantageously positioned for retail investment?



Need higher land values

Land Values per square foot

New retail	\$30
Existing Retail	\$70 - \$100



Tierra West Advisors
Real Estate and Redevelopment Consultants

Multi-Family increases values

Multi-family land values

Units per acre	30	60	90	120
value per square foot	\$35	\$70	\$100	\$140



Tierra West Advisors
Real Estate and Redevelopment Consultants



Commercial Zoning



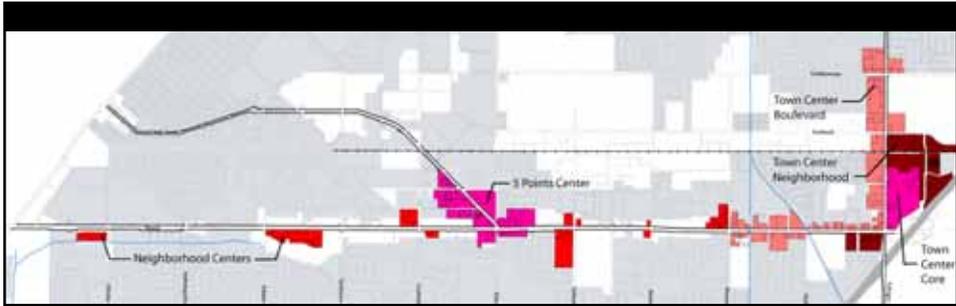
Housing Permitted

Existing Zoning
Residential Development
Permitted



To maximize property owner return on property investments, **extend residential entitlements to all/most properties along the Corridor.**



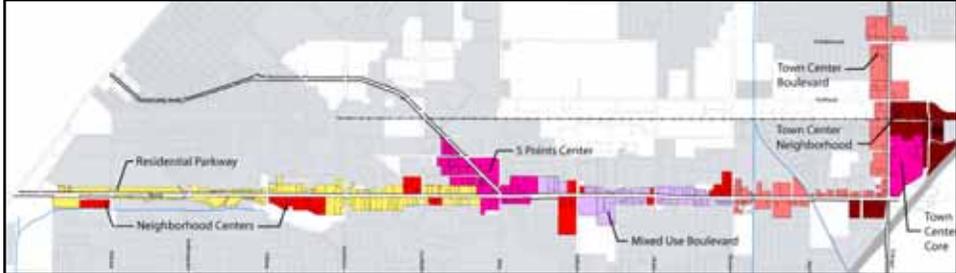


Supportable Pattern of Centers



Pattern of Centers and Segments

Preliminary Land Use & Development Framework



Pattern of Centers and Segments

Realign Corridor Properties with Contemporary Investment Trends



Existing Development Pattern – Commercial Strip



Proposed Plan Framework - Pattern of Centers and Segments

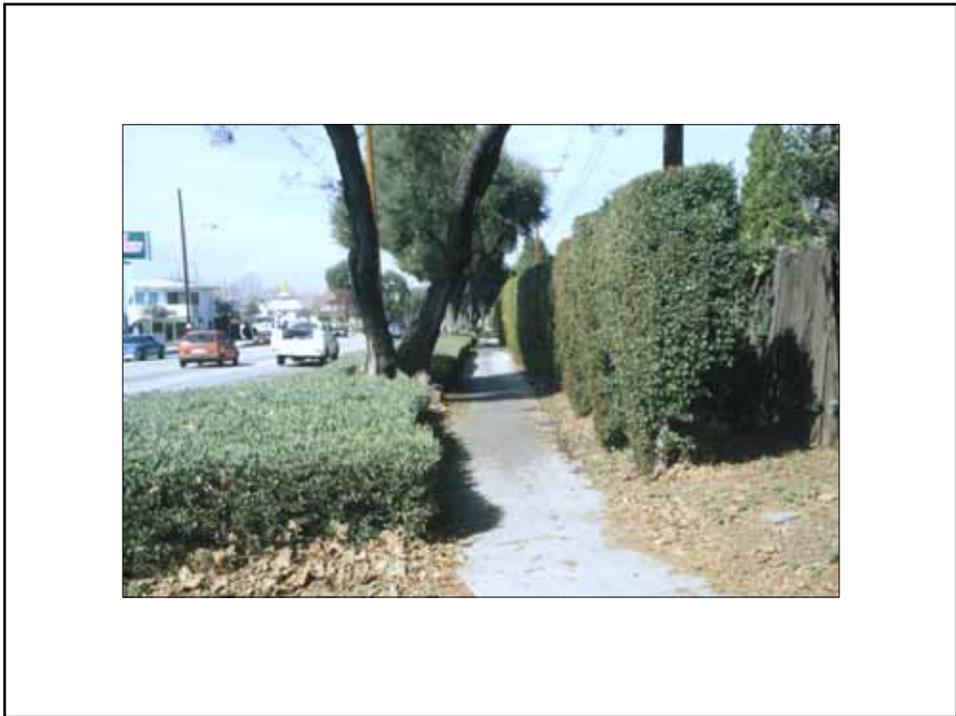
“Organize public and private investment to foster the emergence of a **“Boulevard”** that

- Flatters the community;
- Captures value for property owners;
- Provides an appealing edge/seam between residential neighborhoods.

Boulevard (1)

Development Regulations must
Specify **Development Types**
that Pair Well with Wide
Thoroughfares





“Wide Roadway”

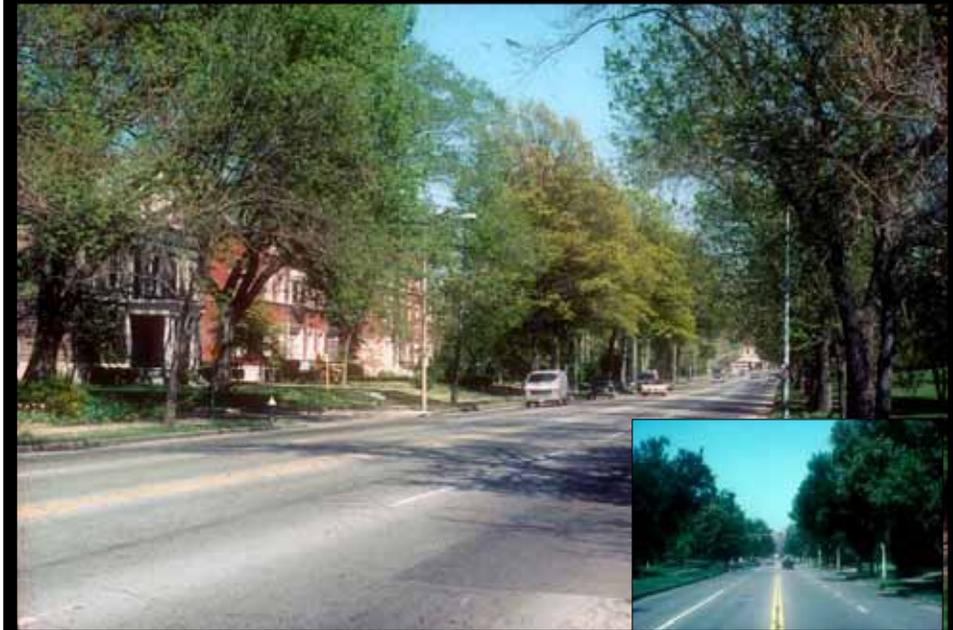
“Arterial”







Forgotten model: The Traditional American
"Grand Residential Boulevard"







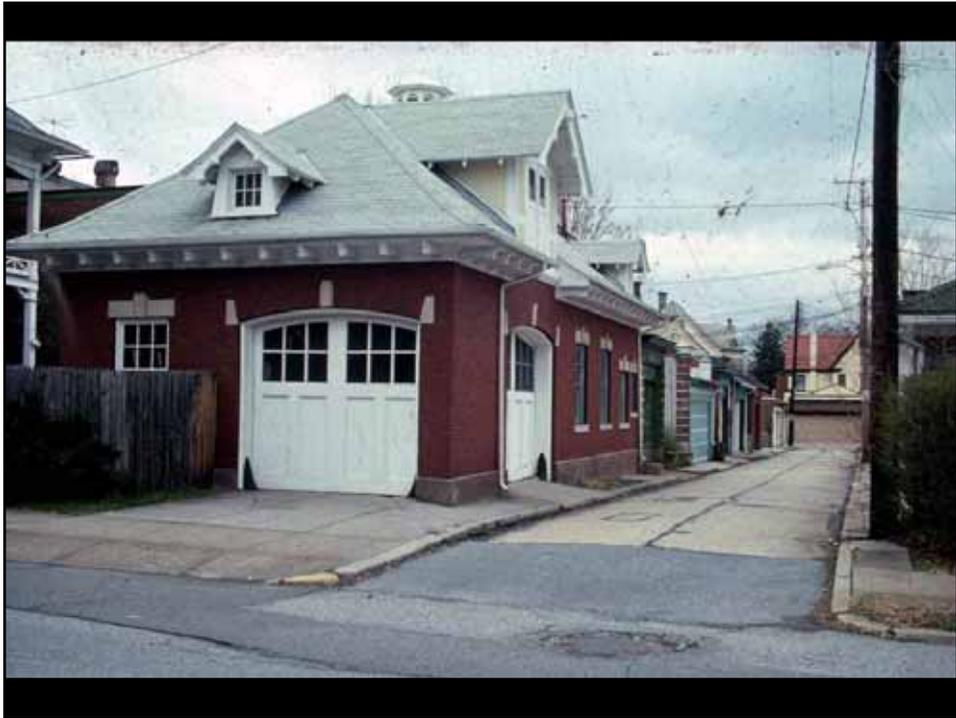




Traditional Grand Residential Boulevard Urbanism: “grander” building types and frontage types match the scale of the more substantial street type.





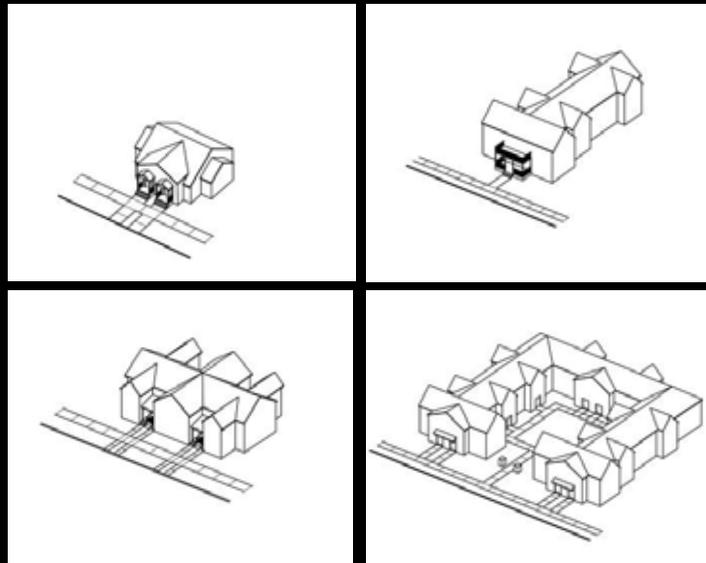




Grand Boulevard (2)

Accommodate a wide range
of housing types and price
points

Wide Range of Development Types



Our wide roads are the natural long-sought after location to provide a wide range of housing types, accommodating a wide range of incomes and family structures.

Community Workshop 1 - Comments

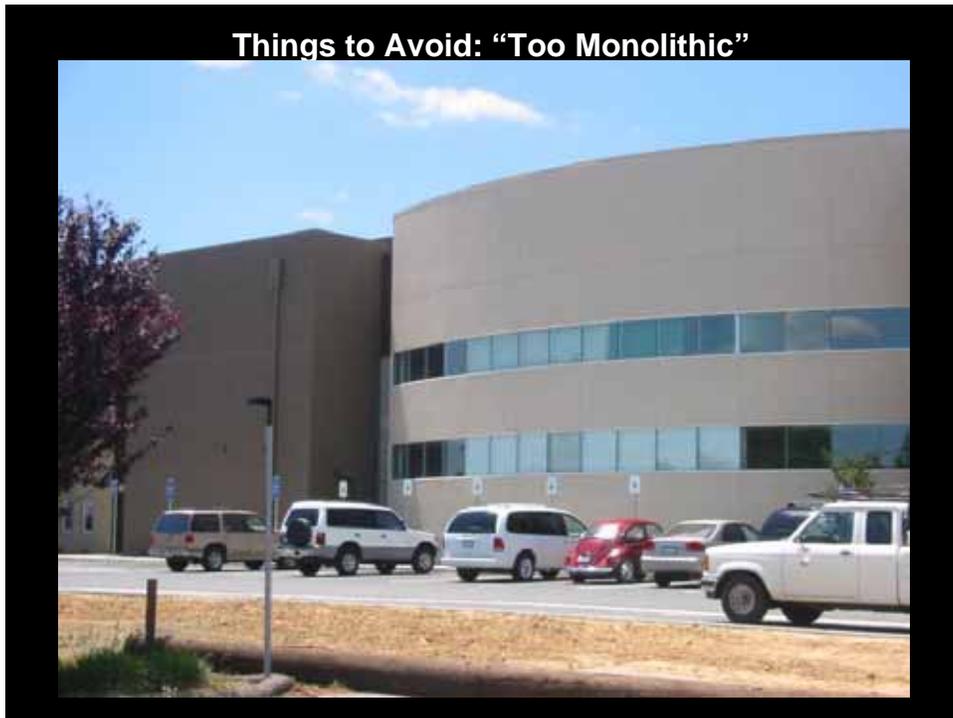
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- Boeing will need housing in corridor
 - Healthy, affordable mix of housing
- Need for increased residential density
 - Modes of increased density
- Affordability attracts a young and vibrant population
- Mixed-use reduces traffic
- Plaza Almeria is a good example of vertical mixed-use
- Need a variety of housing options

Grand Boulevard (3)

Promote a mix of uses that
are compatible with
housing.

Focus development standards & design guidelines on insuring that all allowed
uses are designed to make good neighbors to housing



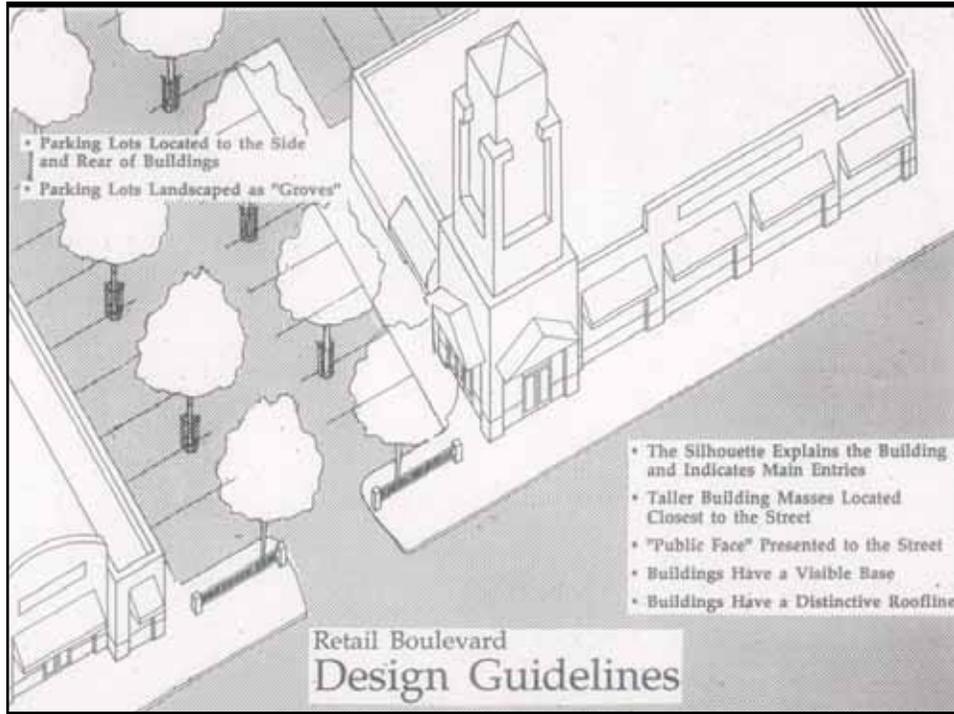




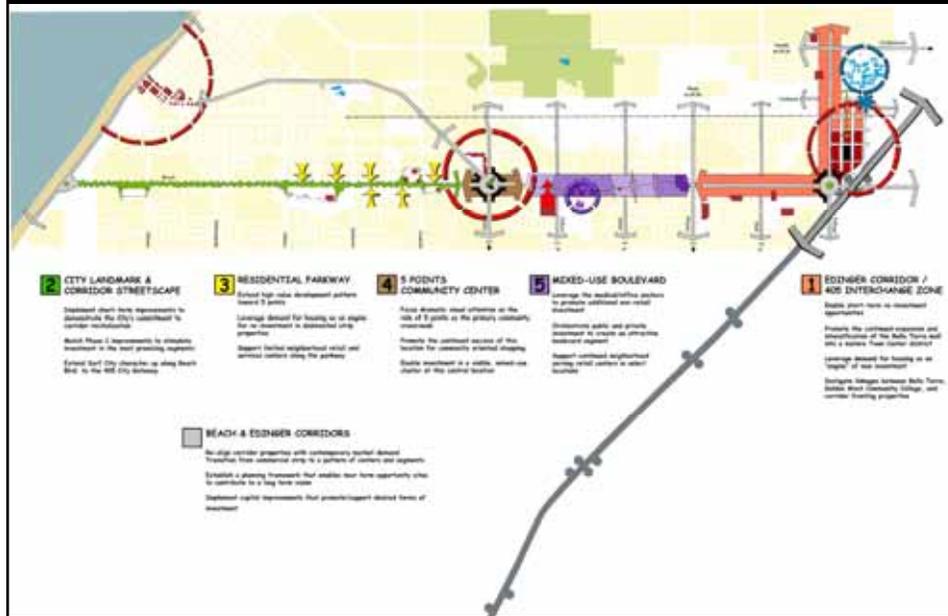




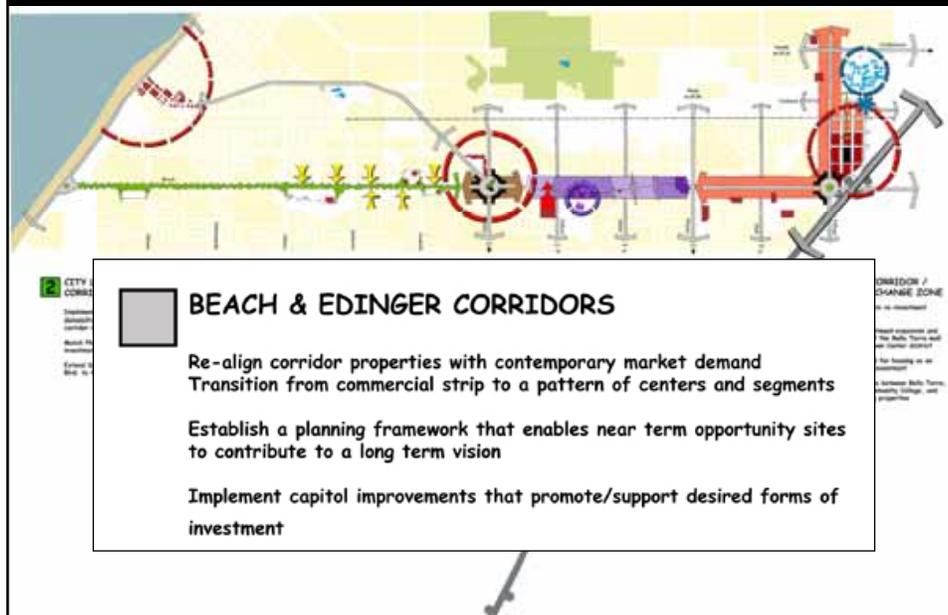




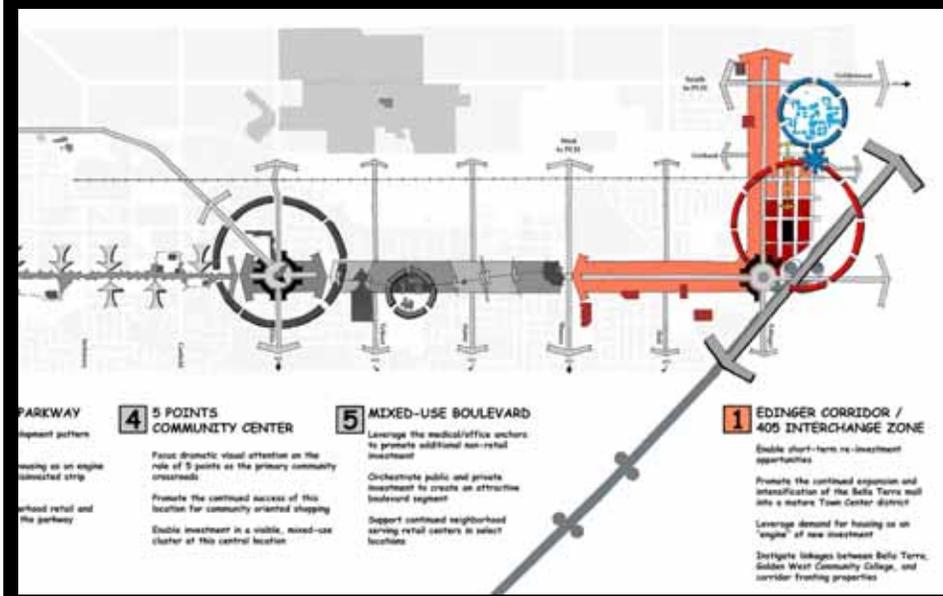
Strategic Action Areas / Priorities



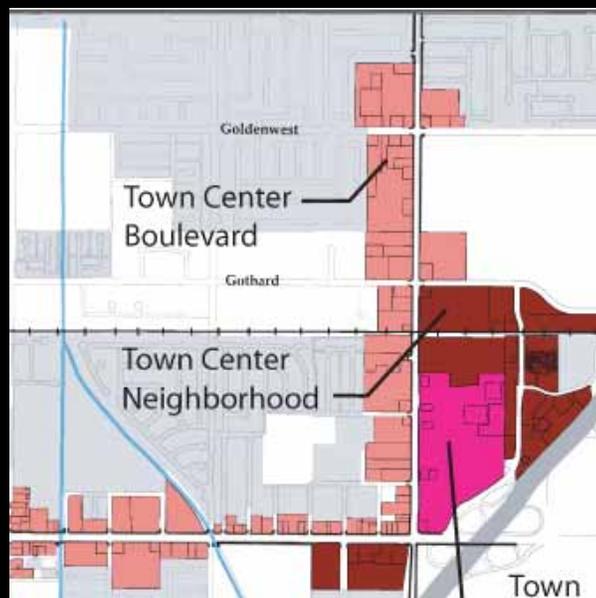
Strategic Action Areas / Priorities



Strategic Action Area 1: Edinger/405 Interchange Zone



Preliminary Land Use & Development Framework: Edinger / 405 Interchange Zone



Edinger Avenue Corridor

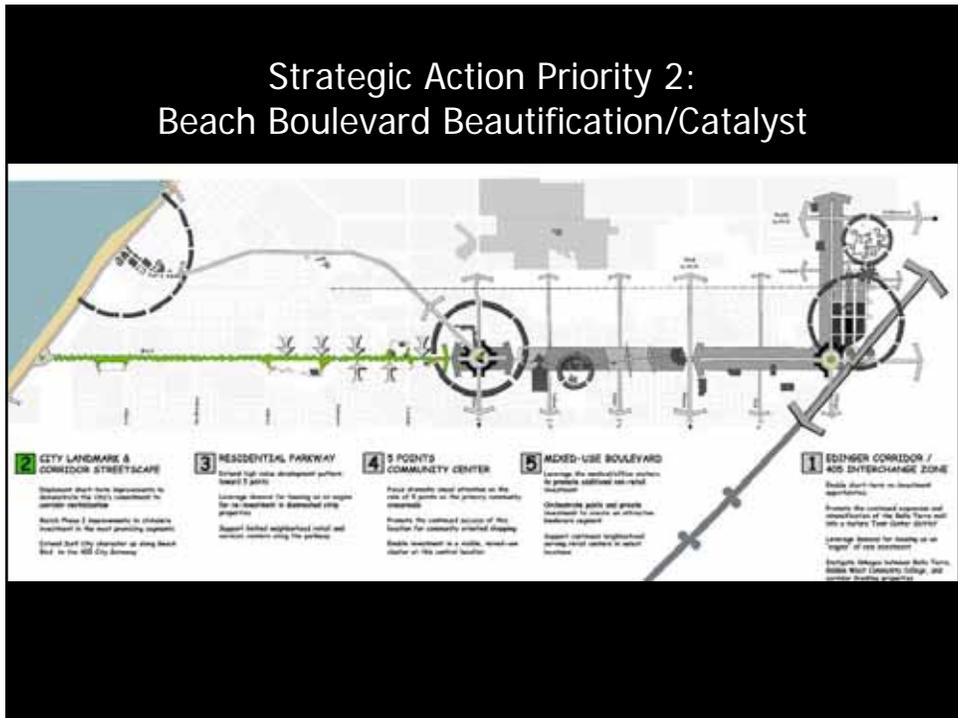
Primary Center:
Bella Terra Mall

- RETAIL ANCHOR
- THEATER
- RESTAURANT/CAFE
- RETAIL SPECIALTY
- SERVICE
- VACANT



Bella Terra Mall



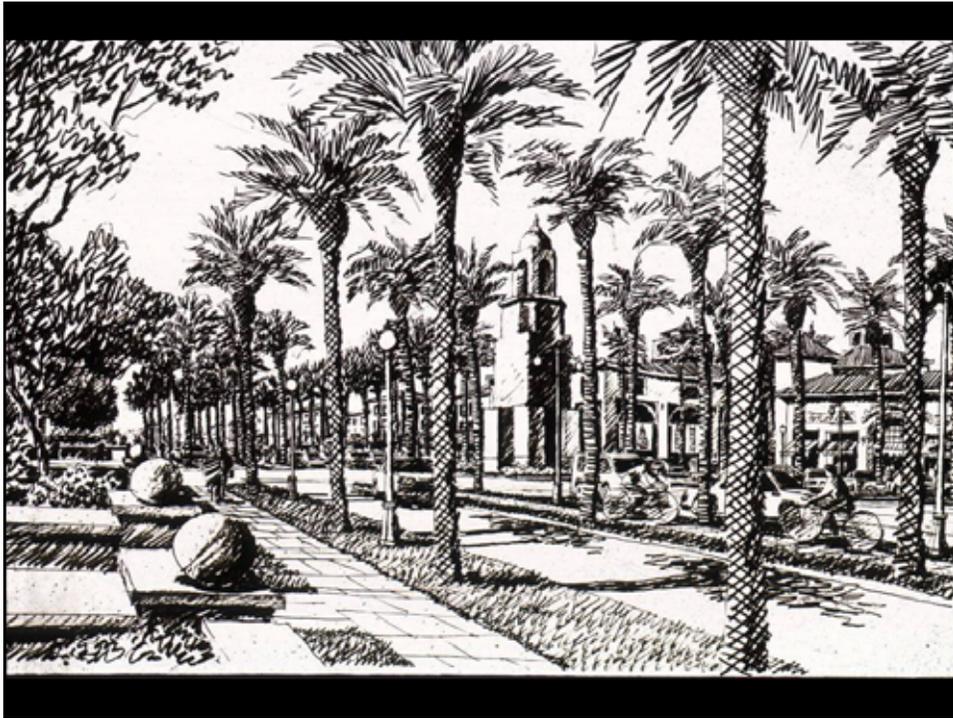






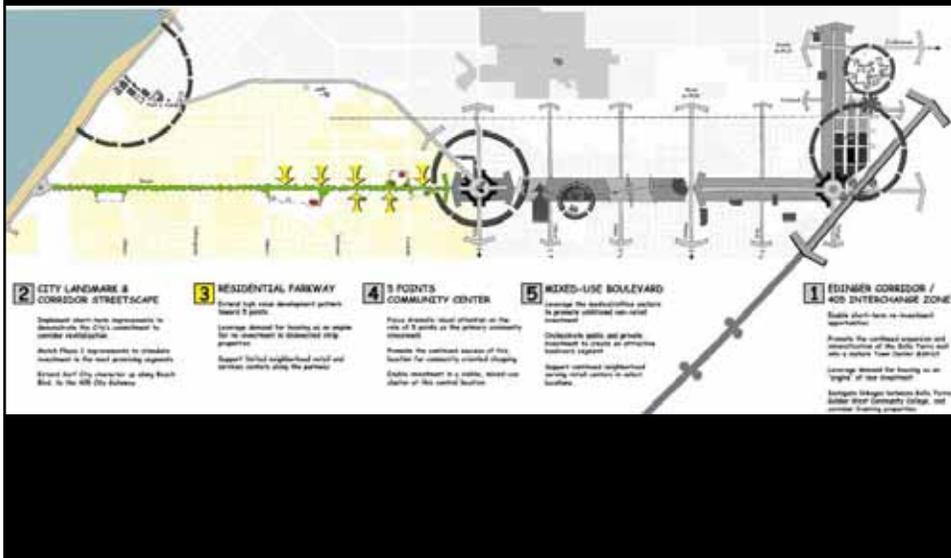








Strategic Action Area 3: Residential Parkway



Beach to Adams



Segment
Character:
Residential
Parkway



Beach to Adams: Typical Development Types



Beach to Adams: Typical Development Types



Beach to Adams: Public Frontage Types

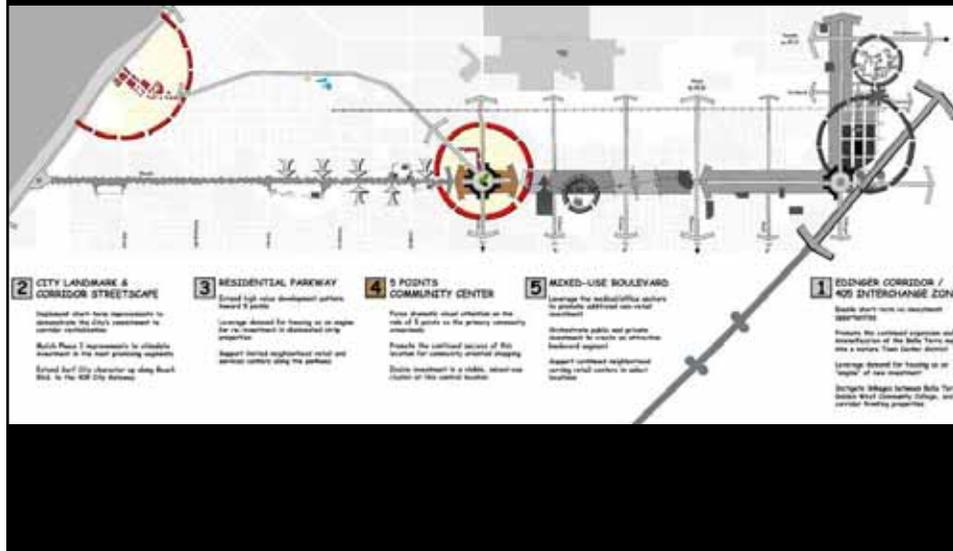


Screen Walls at Boulevard Frontage

Beach to Adams: **Neighborhood Retail Center**



Strategic Action Area 4: Five Points Community Center

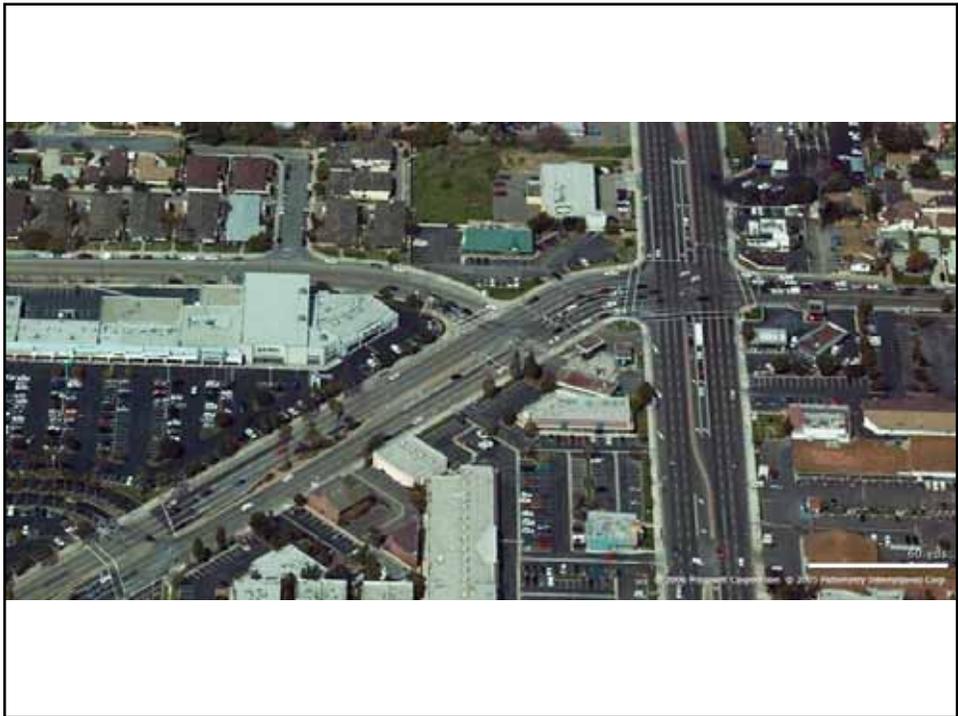
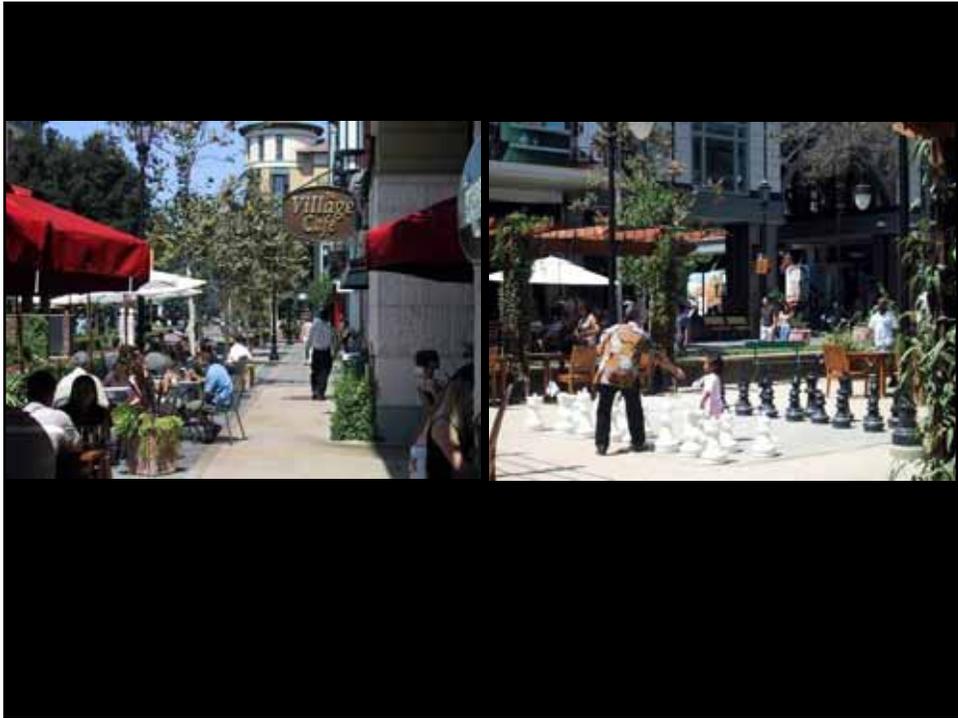


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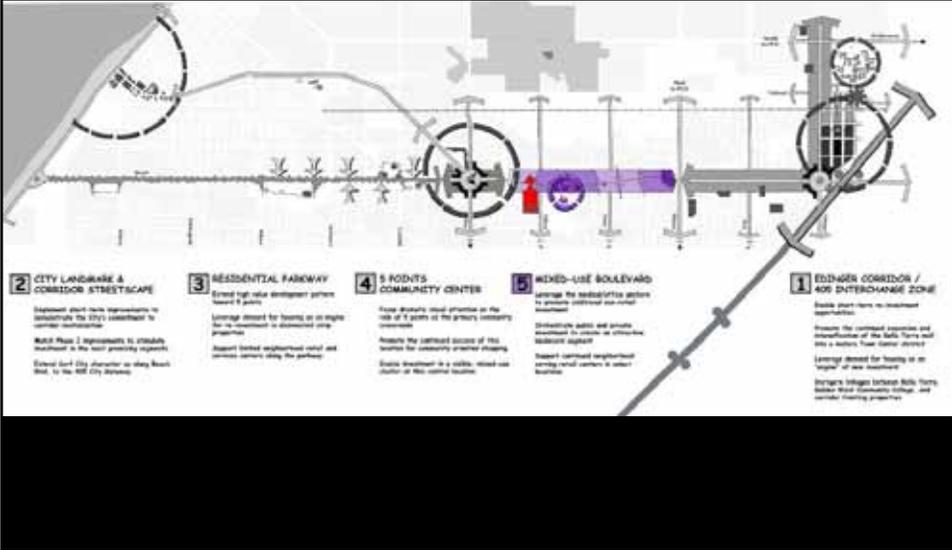
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Five Points Intersection – Existing Development





Strategic Action Area 5: Mixed-Use Boulevard Segment





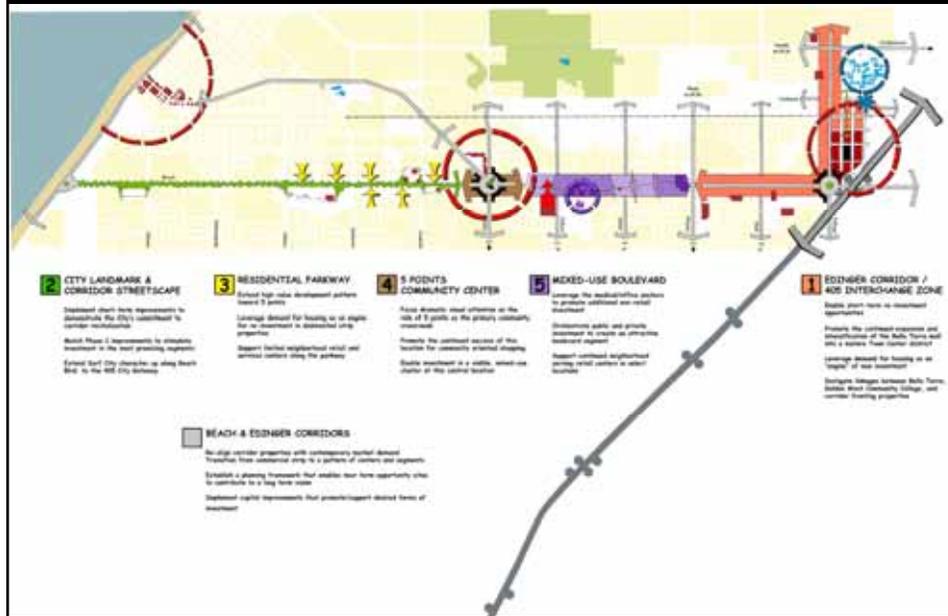
Suburban Office Park vs. Boulevard Office



**Boulevard:
Workplace**



Strategic Action Areas / Priorities



Preliminary Land Use & Development Framework



Pattern of Centers and Segments

Grand Boulevard (5)

Integrate infill housing into the fabric of the surrounding neighborhoods.

